



## VERB™ Brand Logo Usage Terms and Conditions for Non-profit Organizations and Agencies

The CDC Youth Media Campaign, “VERB™” is a national, multicultural campaign designed to promote healthier lifestyles among youth. The campaign encourages physical activity among tweens (9-13 year olds) with the support of parents/guardians and other adult influencers through media, partnership, and community efforts.

Organizations will be able to capitalize on the attention generated by VERB campaign efforts in order to draw attention to their own physical activities offerings for tweens. To ensure that messages and images associated with the campaign help VERB remain effective, consistent, recognizable and memorable among youth (and acceptable to parents), the following VERB logo use terms and conditions must be followed.

### VERB Language When Communicating to Tweens (9-13 year olds)

#### Spirit of VERB: It's all about being a kid

The spirit or personality of VERB is energizing and entertaining, and at its very heart, it's about being a kid. The language and tone of any communication using the VERB logo should keep that in mind.

#### Use Kid Language

- **Tweens are the primary VERB audience.** We want them to always think of VERB as something **fun and exciting, not educational, preachy or boring**. Use the VERB logo only on kid-friendly communication and not on educational, health-oriented messages because research shows that kids often ignore these messages.
- **The VERB campaign is about exploring and discovering.** Communication using the VERB logo needs to be positive and suggest ways to be physically active: within positive group activity, family-oriented, etc. The tone should be kid-to-kid and not parent-to-child.
- **VERB is never an "anti" campaign.** “VERB is what you do,” so the VERB logo should not be used on "do not" messages or materials such as “don’t smoke” or “don’t do drugs”....
- **Under no circumstances will VERB be associated with unhealthy behaviors or products or related companies** such as alcohol, tobacco use, or firearms.

See below for a quick reference list on how the VERB brand **does and does not** communicate to tweens:

VERB does
Inspire & support
Help all kids get involved
Get kids to move around, be active, or join a group that engages in physical activity
Relate to all kids: all genders, cultures, physical abilities, economic or geographic areas (urban, rural, suburban)
Make trying new and different activities fun
Bring kids together
Encourage and motivate exploration

VERB doesn't
Preach, dictate or over-promise
Leave kids out or single out kids who aren't so good at doing a particular activity
Prescribe or dwell on the negative
Tell kids what to do
Limit kids to do one activity or make them feel they can only do one activity
Single out or disparage unhealthy actions or behaviors
Pretend to be an adult giving kids an order to do something

### VERB Language When Communicating to Adults (parents, guardians, educators, youth leaders, etc.)

- The VERB logo can be used in physical activity messaging aimed at adults when kids will not see or hear the message. If kids are likely to see/hear the messages, follow the requirements in the “communicating to tweens” section above.

- The VERB logo can be used on adult-directed messages that recognize the importance of physical activities and/or encourage the support of them. Health messages can be included in messages for adults (but only if kids will not read/hear them).

### VERB Logo Graphic Requirements

The VERB logo should be at least 1 inch wide.

Three (3) versions of the VERB logo have been created:

1. Black and white version
2. Blurred blues with light blue as the center type color to be used on **dark** backgrounds (i.e. black, dark blue and red)
3. Blurred blues with dark blue as the center type color to be used on **light** backgrounds (i.e. white, yellow, light gray)



### VERB Font and Copy

- The only font to use for VERB logo and tagline is called **Trade Gothic Extended Bold**.
- Never alter the logo or tagline font.
- The VERB name must appear in all caps at all times.



### Important:

- Building recognition and awareness of VERB means the name and logo must stay the same every time they are seen or heard.
- Never change the VERB name by adding or appending additional words or meaning. For example, do not use phrases such as “I’m VERBin.”
- Always use the VERB logo with the trademark (™) symbol subscripted.

### VERB Tagline: “It's what you do.”

- The VERB logo with the tagline “It’s what you do.” should only be used when kids are the primary audience. Do not use the tagline when adults (parents, educators…) are the intended audience.
- The tagline should never be used without “VERB.”
- When the tagline is used with the logo, the last blur of the “B” should align with the “.” of the tagline. (see examples above)
- Premiums (i.e. hats, stickers, and buttons) carrying the VERB logo do not have to have the tagline because often there is not enough space for it.

## VERB Colors

There are three (3) basic colors that are represented in all VERB communication to exemplify the VERB adventurous spirit. Design your elements with the following colors in mind:

<b>Yellow</b>	Represents free-spirited energy
<b>Red</b>	Indicates strength and guidance
<b>Blue</b>	Encourages dreamy openness

While you are not restricted to shades of yellow, red, and blue, it is beneficial for you to incorporate these colors whenever possible so the messages are easily recognized.

## VERB Web Sites

Kids' Web site address: [www.VERBnow.com](http://www.VERBnow.com)  
Parents' Web site address: [www.VERBparents.com](http://www.VERBparents.com)  
Partner/Professionals' Web site address: [www.cdc.gov/youthcampaign](http://www.cdc.gov/youthcampaign) or [www.cdc.gov/verb](http://www.cdc.gov/verb)

## VERB Affiliation

To ensure that your messages and/or activities associated with VERB help the campaign remain effective with youth (and acceptable to parents), follow the Terms and Conditions outlined in this document. **As appropriate, please use one of these statements to link your organization to the VERB campaign.**

- (organization name here) in support of **VERB™**. It's what you do. (*do not use the tagline if appearing on adult-directed messages*)
- (organization name here) supports the mission of **VERB™**, a campaign of the U.S. Department of Health and Human Services' Centers for Disease Control and Prevention (CDC)
- Information provided by **VERB™**, a campaign of the U.S. Department of Health and Human Services' Centers for Disease Control and Prevention (CDC)

**When a project or promotion has been jointly planned by your organization and CDC, you may use one of these statements to link your organization to the VERB campaign.**

- (organization name here) in cooperation with **VERB™**. It's what you do. (*do not use the tagline if appearing on adult materials*)
- (organization name here) in cooperation with **VERB™**, a campaign of the U.S. Department of Health and Human Services' Centers for Disease Control and Prevention (CDC)

**You can also link to program offerings that meet the requirements above to VERB with wording such as:**

- "Find your VERB(s) at the \_\_\_\_\_." (in communication with kids)
- "Help kids find their VERB in the \_\_\_\_\_ program." (in communication with adults).

Always use the VERB type font **Trade Gothic Extended Bold**.

## Use of VERB Logo with Other Logos

- Kids are the audience that we want to embrace VERB. Therefore, the VERB logo should never appear with logos and/or products that are harmful to kids such as alcohol, tobacco, or firearms.
- The VERB logo and tagline cannot be used to endorse a company, product or service. To avoid the appearance of exclusivity or endorsement of a particular company, product or service, the VERB logo should appear alone or with multiple kid-friendly logos.
- The VERB logo should be placed as far from other logos, particularly corporate logos, as possible on any messages/materials. Please note on the Request/Report form if other logos will be used.

**Your support of the VERB campaign is a valuable part of the effort to get kids moving!**  
**Thank You!**